431 WOOD STREET,
PITTSBURGH, PA.

WHERE BUSINESS CENTERS

Focused by

Pittsburgh Industrial Development Commission

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.P6P73

PITTSBURGH
PROMOTES PROGRESS.

Where Business Centers

Commercial strength—not force of arms—establishes national prestige.

National commercial strength is dependent upon that of communities comprising the nation.

Commercial strength of any community is measured by its

Financial Position
Industrial Development
Density of Population
Distributing Facilities

The Pittsburgh Industrial Development Commission has already analized the Financial Position of Pittsburgh.

It proved that Pittsburgh is:

The strongest banking city in America in relation of capital and surplus to gross deposits;

The Second City in capital and undivided profits;

The Third City in deposits.

What then is the position of Pittsburgh in relation to

Industrial Development
Density of Population
Distributing Facilities

?

After weeks of careful, authorative analysis the Industrial Development Commission herein demonstrates Pittsburgh to be

FIRST IN INDUSTRY
FIRST AS A NATIONAL DISTRIBUTING CENTER
FIFTH IN POPULATION

THE PITTSBURGH INDUSTRIAL DEVELOPMENT COMMISSION

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Vice-President	F. F. NICOLA
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PITTSBURGH

First In Industry

Fifth In Population

—and half the nation within 450 miles.

When we started to accumulate the evidence we were full of enthusiasm.

Of course we had a good case—Pittsburgh—but no one really knew what a wonderful case it was until the evidence was all pieced together.

The whole purpose was to collect the testimony, put it into succinct form and let those who were on the outside know just what we insiders had—in Pittsburgh.

—and it wasn't all born of vanity.

Pittsburgh—the whole Pittsburgh district—is endowed by Nature's Horn of Plenty. It was somebody's job to proclaim the story—to present our Nature-endowed opportunities to all—to give the *outsider* an *insight.*

So we undertook the job.

We knew we had a community of which we might rightfully boast—but boasts never made a case.

We wanted facts—and we wanted *all* the facts.

No one person had all the facts—on Pittsburgh's greatness.

Every person should have them.

So we plunged right in to fish them out.

That was our job.

Corporate lines are imaginary—especially in Pittsburgh.

Few—mighty few—Pittsburgher's can define the city limits.

Some thirty boroughs are so closely knitted together—with each other—and with Pittsburgh—that the official surveyors alone can define the lines.

Scores of streets are divided by two municipalities.

You can pass in and out of a dozen boroughs in a half hour trolley ride.

—and do so unconsciously.

There is no open territory between them.

Pittsburgh has "mills for miles"—but only a meagre few are in the city—the corporate city.

Each time a great enterprise was launched forth—in Pittsburgh—a new community was founded on the outskirts of the city.

Recently a large steel manufactory required more capacity—a new branch. So it built additional mills and erected a new town—built an addition to Pittsburgh—established houses—*houses for 25,000 people!*

It would have required an enormous city to house the great industries of Pittsburgh.

They built around the city.

The city grew out to them.

And *an enormous city now houses them.*

A city of more than a million!

The Fifth City.

METROPOLITAN PITTSBURGH

1,042,855 Population
The Fifth City

"It is a familiar fact that in some cases the municipal boundaries give only an inadequate idea of the population grouped about one urban center. In the case of many cities there are surburban districts with a dense population outside of the city limits which, in a certain sense, are as truly a part of the city as the districts which run in the municipal government. These suburbs are bound to the cities by a network of transportation lines. Many of the residents in these suburbs have their business or employment in the city, and to a certain extent persons who reside in the city are employed in the suburbs. It seems desirable, therefore, to show the magnitude of these population centers taken as a whole."

WILLIAM C. HUNT,
Chief Population Statistician,
Government Census Bureau.

For decades census taker had spent as much time counting noses on the outskirts of the corporate lines of Pittsburgh as they had within the city itself.

The Pittsburgh Industrial Development Commission was anxious to learn the *real* population of the *real* Pittsburgh.

The authoritative source was the Census Bureau.

The Census Bureau responded to an appeal for the facts.

Here are the facts:

METROPOLITAN NEW YORK - - The First City.
METROPOLITAN CHICAGO - - The Second City.
METROPOLITAN PHILADELPHIA - The Third City.
METROPOLITAN BOSTON - - - - The Fourth City.
METROPOLITAN PITTSBURGH - - The Fifth City.

Subsequent rotation is as follows:

Fifth—Pittsburgh	1,042,855
Sixth—St. Louis	828,733
Seventh—San Francisco	686,873
Eighth—Baltimore	658,715
Ninth—Cleveland	613,270

The Pittsburgh Metropolitan District covers a radius of approximately ten miles.

Density of population within this ten-mile radius is further indicated by the following extensive list of distinct communities included in this comparatively small radius:

Aspinwall	Etna	Rankin
Avalon	Finleyville	St. Clair
Bellevue	Glassport	Sewickley
Ben Avon	Glenfield	Sharpsburg
Braddock	Greentree	Spring Garden
Bridgeville	Haysville	Springdale
Carnegie	Heidelberg	Swissvale
Carrick	Homestead	Tarentum
Cheswick	Ingram	Thornburg
Clairton	Knoxville	Turtle Creek
Coraopolis	Leetsdale	Verona
Crafton	McKees Rocks	Versailles
Dormont	Millvale	Wall
Dravosburg	Mt. Oliver	Warrendale
Duquesne	Munhall	West Elizabeth
East McKeesport	North Braddock	West Homestead
East Pittsburgh	Oakdale	Westview
Edgewood	Oakmont	Wexford
Edgeworth	Osborne	Whitaker
Elizabeth	Pitcairn	Wilkinsburg
Emsworth	Port Vue	Wilmerding

Other important communities—important in population and manufacturing—fringe the ten-mile circle. Woodlawn, Ambridge, Aliquippa, Monessen, Donora, Beaver Falls, Rochester, New Brighton, New Kensington and a score of other communities are part and parcel of the Pittsburgh Metropolitan district, but outside the ten-mile radius.

Such a dense population is huddled about Pittsburgh that curiosity asserted itself to learn Pittsburgh's relative position as a national distributing center.

Every Pittsburgher knows that he can reach more important cities in a one night ride than can be reached from any other center.

How many consumers can the Pittsburgh manufacturer and jobber reach in that "one-night-ride-radius" (450 miles)?

How many consumers can be reached within a similar radius of other large communities?

We wanted to know.
Every jobber and manufacturer ought to know.
So we tackled this job too.
And it was a job.

It meant that population had to be computed in parts and parcels of states, counties and townships—just as the circles sliced off segments.

But it was worth the effort.

It presented a most complete analysis of all the great American distributing centers. It had never been done before and it proved that

PITTSBURGH IS THE GREATEST DISTRIBUTING CENTER OF THEM ALL.

PITTSBURGH

Nearly half the nation—more than Forty-Two and One Half Million people live within 450 miles of Pittsburgh. No other American community presents such distributing facilities within a similar area.

Pittsburghers can ship to *both* New York and Chicago and cover no more ground than New Yorkers do in shipping to Chicago—and visa versa.

The moral is clear.

Here are the figures defining Pittsburgh's superior distributing facilities:

Pennsylvania	7,665,111
Ohio	4,767,121
New Jersey	2,537,167
West Virginia	1,221,119
Maryland	1,295,346
District of Columbia	331,069
Delaware	202,322
Virginia	2,061,612
New York	9,019,667
Vermont	48,310
Massachusetts	399,955
Connecticut	948,683
North Carolina	2,206,287
South Carolina	183,663
Tennessee	483,138
Kentucky	1,740,521
Indiana	2,489,861
Illinois	2,514,584
Michigan	2,391,659
Total	42,597,198

NEW YORK

In itself the Great American Metropolis, New York, suffers an insurmountable handicap as a distributing center.

A glance at the map indicates that practically half the 450-mile circle is ocean. Thus shipments are restricted to three points of the compass.

Population within the area is as follows:

Maine	561,371
New Hampshire	430,572
Vermont	355,956
Massachusetts	3,366,416
Connecticut	1,114,756
New York	9,113,614
New Jersey	2,537,167
Pennsylvania	7,665,111
Delaware	202,322
Maryland	1,295,346
District of Columbia	331,069
Ohio	953,424
West Virginia	915,837
Virginia	1,718,010
North Carolina	367,714
Rhode Island	542,610
Total	31,571,295

DETROIT

Detroit can supply 31,193,706 people within a 450-mile radius.

Again we have the presentation of a comparatively central city somewhat limited by the Canadian frontier and the Lakes.

Population available for distribution is 11,000,000 less than that in the Pittsburgh district.

The figures are compiled as follows:

Ohio	4,767,121
Indiana	2,700,876
West Virginia	1,221,119
Michigan	2,810,173
New York	2,137,590
Pennsylvania	5,336,255
Maryland	1,012,279
District of Columbia	331,069
Virginia	1,123,431
North Carolina	203,942
Tennessee	425,551
Kentucky	1,935,364
Illinois	4,838,771
Iowa	396,935
Wisconsin	1,953,230
Total	31,193,706

CHICAGO

Chicago adds a comparatively small population to itself in describing a 450-mile radius. Territory in the western half of the circle is sparsely populated.

The total population figures 13,000,000 less than that surrounding Pittsburgh within the same area.

Here are the figures:

Illinois	5,638,591
Indiana	2,700,876
Wisconsin	2,333,860
Michigan	2,810,173
Ohio	4,767,121
Kentucky	2,289,905
Pennsylvania	1,637,998
Minnesota	1,187,397
Iowa	1,924,284
Missouri	2,497,543
Arkansas	23,690
Tennessee	1,728,822
West Virginia	394,090
Total	29,934,350

BOSTON

The irresistable ocean, plus the Canadian border, operate against Boston. Thus Boston is seventh in the list of great distributing centers as computed on the basis of available population.

Analysis of the population, founded on the census report, is as follows:

Maine	742,371
New Hampshire	430,572
Vermont	355,956
Massachusetts	3,366,416
Rhode Island	542,610
Connecticut	1,114,756
New York	9,008,488
Pennsylvania	5,153,697
New Jersey	2,537,167
Delaware	202,322
Maryland	1,212,830
District of Columbia	331,069
Total	24,998,254

NOTE: There are several cities north of Pittsburgh, such as Cleveland and Buffalo, which enjoy a large population within a radius of 450 miles, because of their relative geographical location. But they do not have as large a population as Pittsburgh *within any radius,* due largely to the proximity of the Great Lakes and Canada.

FIRST IN INDUSTRY

PITTSBURGH

Long world-famous for its industrial supremacy, no accurate measure had ever been taken of Pittsburgh's greatness.

Government statisticians followed the policy confining the industrial census to the corporate lines of cities and states. The scores of great industries that fringe the outskirts of corporate Pittsburgh swelled the industrial figures of Pennsylvania.

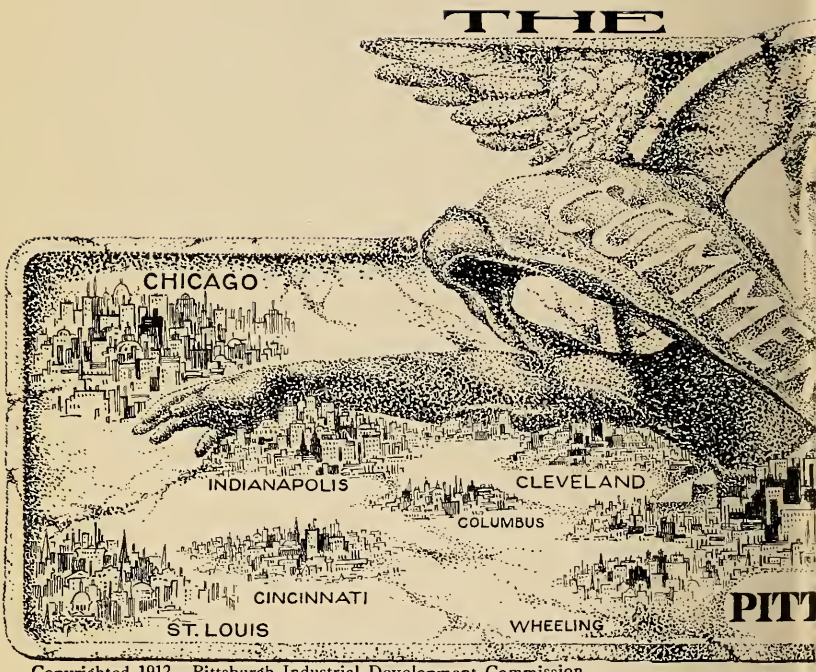
No comprehensive census of the real Pittsburgh had been compiled.

The Pittsburgh Industrial Development Commission addressed itself to the encouragement of a real industrial census of the Pittsburgh Metropolitan district—just as it had to secure a census of population of the same district.

The assistance of the government Census Bureau was enlisted.

After many weeks of labor the following impressive tabulation was compiled:

NOTE: It must be remembered that the figures here presented, demonstrating Pittsburgh's industrial supremacy, relate only to manufactories. Payrolls, value of product, etc., relating to wholesalers, jobbers, public service corporations, railroads and all other business activities other than manufacturers are not included.



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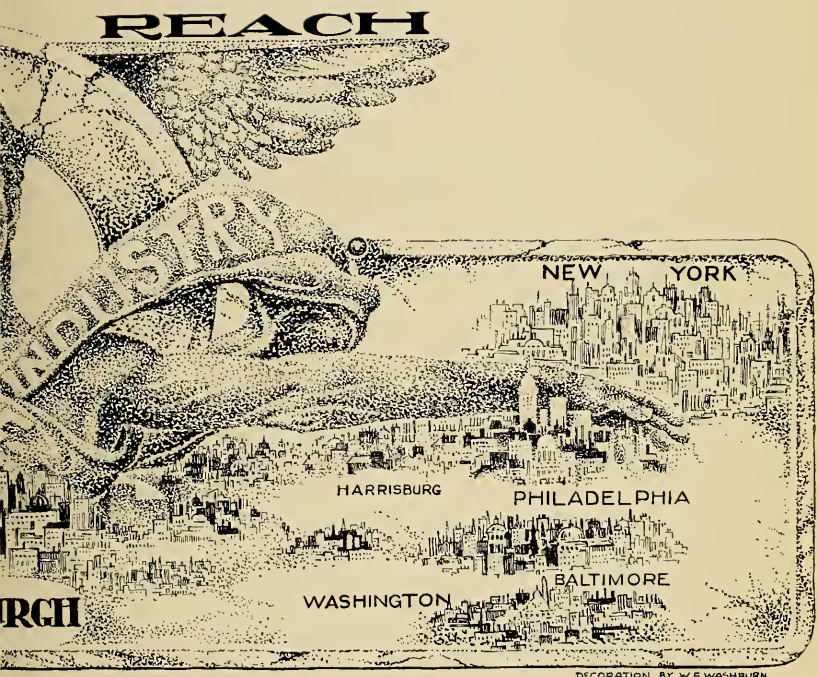

REACH
INDUSTRY
NEW YORK
HARRISBURG
PHILADELPHIA
BALTIMORE
WASHINGTON
RGH
DECORATION BY W S WASHBURN

DEPARTMENT OF COMMERCE AND LABOR
BUREAU OF THE CENSUS

THE CENSUS OF

MANUFACTURES IN METROPOLITAN

INDUSTRIES	Number of Establishments	Capital	Salaried Employees	Wage-Earners (Average Number)
District Total	2,369	$642,527,046	20,692	139,285
Awnings, tents and sails	7	44,000	13	37
Baskets, and rattan, and willow ware	5	38,833		44
Brass and bronze products	15	4,273,850	102	704
Bread and other bakery products	391	6,601,004	569	2,327
Brick and tile	41	2,002,934	61	813
Carriages and wagons, and materials	40	1,910,883	47	554
Cars and general shop construction and repairs by steam railroad companies	16	8,684,822	936	9,438 454
Cars and general shop construction and repairs by street railroad companies	3	252,277	16	866
Clothing, men's, including shirts	24	1,237,435	102	
Clothing, women's	5	104,408	6	60
Coffee and spice, roasting and grinding	4	310,795	42	27
Confectionery	20	1,538,001	121	833
Cooperage and wooden goods, not elsewhere specified	17	477,176	21	197 1,720
Copper, tin, and sheet-iron products	59	3,925,925	143	
Cutlery and tools, not elsewhere specified	20	3,565,921	109	1,391
Electrical machinery, apparatus and supplies	18	48,184,808	2,826	8,030
Electroplating	7	18,933	2	21
Enameling and japanning	3	691,090	41	202
Engraving, wood	3	16,566	2	18
Flavoring extracts	7	31,360	4	8
Flour mill and gristmill products	13	226,991	7	17
Food preparations	16	672,554	46	205
Foundry and machine-shop products	218	70,585,128	3,553	18,454
Fur goods	6	181,413	5	29
Furniture and refrigerators	11	826,412	46	315
Galvanizing	3	157,792	13	67
Glass	27	20,795,023	374	6,942
Glass, cutting, staining, and ornamenting	24	389,086	42	311
Grease and tallow	6	441,963	15	56
Ice, manufactured	31	4,024,177	104	315
Iron and steel, blast furnaces	13	100,116,105	909	5,565
Iron and steel, steel works and rolling mills	54	234,689,014	4,165	51,156
Iron and steel, bolts, nuts, washers and rivets, not made in steel works or rolling mills	9	2,653,885	98	954
Iron and steel forgings	8	1,592,457	57	531
Iron and steel pipe, wrought	4	7,353,477	155	1,550
Jewelry	6	88,697	10	77
Leather goods	12	318,223	17	124
Leather, tanned, curried, and finished	6	1,552,676	27	244
Liquors, distilled	8	2,074,435	38	142
Liquors, malt	28	24,111,550	235	1,354
Looking-glass, and picture frames	3	34,023	2	14
Lumber and timber products	86	3,560,889	142	1,187

TABULATED FEBRUARY 9, 1912
COMPARED FEBRUARY 11, 1912

MANUFACTURES: 1909

DISTRICT BY SPECIFIED INDUSTRIES

Total Paid in Salaries	Total Paid in Wages	Cost of Materials	Miscellaneous Expenses	Value of Products	Total Primary Horse-power
24,934,082	$90,115,842	$366,892,433	37,878,296	$578,815,493	791,047
15,340	18,171	46,064	8,448	105,419	40
	24,328	76,210	4,762	113,010	
146,622	424,736	2,468,600	166,707	3,397,537	2,850
539,854	1,244,127	5,403,082	1,028,571	9,568,400	2,490
63,123	384,936	269,966	130,089	908,346	5,769
50,549	369,519	442,679	57,214	1,031,239	1,873
779,132	6,605,681	9,164,034	256,032	16,804,878	15,094
18,827	290,787	237,349	13,615	560,578	2,809
87,777	342,412	1,121,773	173,143	1,949,728	340
6,444	24,014	79,569	7,079	134,270	13
36,270	14,443	612,460	89,011	810,657	226
106,063	261,872	1,549,247	158,832	2,284,087	724
22,727	108,784	411,717	19,002	656,831	159
177,858	946,072	2,119,639	282,006	5,254,789	4,076
160,712	738,757	1,550,084	159,092	3,086,268	3,769
3,240,797	4,760,067	8,521,905	2,148,067	20,260,163	13,160
2,600	10,879	4,289	4,763	32,343	65
37,743	76,441	391,399	35,304	596,677	436
2,080	14,302	1,843	9,508	31,803	9
2,510	3,514	16,978	3,028	36,889	2
4,952	8,807	170,373	4,265	207,921	530
36,366	82,277	634,283	100,747	968,541	563
4,404,869	12,780,152	24,140,317	4,361,783	52,411,013	41,908
5,401	22,356	62,769	13,350	139,226	3
54,033	187,884	440,447	120,161	900,036	629
15,828	36,172	80,662	18,324	190,748	50
566,917	3,648,952	3,560,783	969,222	8,765,900	13,632
44,311	139,414	229,928	28,042	494,669	65
16,097	31,694	325,993	22,599	429,278	325
119,368	214,422	282,327	245,415	1,370,635	10,136
1,328,843	4,217,097	72,125,803	1,946,926	85,584,235	225,192
5,435,034	35,925,008	158,035,351	9,447,825	237,186,077	357,945
134,445	478,137	1,677,205	147,473	2,662,158	2,302
72,360	308,299	690,021	118,336	1,336,375	2,149
154,548	813,387	5,382,496	96,600	7,168,723	4,700
6,829	54,651	87,962	13,712	182,514	19
10,410	63,722	136,398	19,384	260,419	79
46,455	138,824	913,913	67,848	1,161,603	846
72,322	72,298	732,544	2,516,355	3,649,731	1,260
473,404	1,060,090	1,936,360	2,670,478	8,236,002	11,321
900	9,565	19,311	4,402	41,793	2
155,741	744,708	1,854,023	233,545	3,188,759	5,408

CENSUS OF MANUFACTURES: 1909

MANUFACTURES IN PITTSBURGH METROPOLITAN DISTRICT BY SPECIFIED INDUSTRIES

INDUSTRIES	Number of Establishments	Capital	Salaried Employees	Wage Earners (Average Number)	Total Paid in Salaries	Total Paid in Wages	Cost of Materials	Miscellaneous Expenses	Value of Products	Total Primary Horsepower
Marble and stone work	36	$ 756 255	53	346	$45,676	$242,968	$298,671	$70,319	$737,183	900
Millinery and lace goods	3	44,036	9	34	7,140	10,358	54,228	6,824	105,907	3
Minerals and soda waters	53	395,895	24	138	21,749	73,837	117,855	51,989	355,949	520
Models and patterns, not including paper patterns	13	116,000	5	88	8,480	71,638	39,472	8,769	151,428	190
Oil, not elsewhere specified	8	417,523	35	67	64,002	36,754	437,834	76,825	730,888	113
Paint and varnish	24	3,878,767	46	372	171,737	209,220	2,638,230	354,286	3,779,518	2,463
Patent medicines and compounds and druggists' preparations	39	854,688	95	159	124,202	73,084	392,216	319,470	1,146,920	329
Petroleum, refining	7	2,416,532	59	304	77,786	206,322	2,961,208	164,236	3,934,916	712
Photo-engraving	6	107,935	26	77	34,049	55,371	40,701	24,383	186,838	71
Pottery, terra-cotta, and fire-clay products	8	4,399,070	61	707	88,009	364,534	506,536	180,390	1,524,037	1,545
Printing and publishing	324	10,375 382	1,212	1,923	1,365,389	2,131,206	2,799,651	1,878,380	9,663,449	4,653
Roofing materials	3	597,223	20	65	35,221	37,372	396,007	55,702	554,604	246
Shipbuilding, including boat building	8	961,950	30	356	54,891	254,059	322,305	36,263	671,294	1,070
Slaughtering and meat packing	19	4,006,950	352	920	319 320	612,745	12,665,447	587,306	14,492,440	4,471
Soap	11	1,200,245	215	260	106,192	113,416	466,660	475,108	1 232,164	503
Spring, steel, car, and carriage	8	3,878,657	112	851	218,651	463,240	1,930,710	145,504	3,168,338	1,984
Statuary and art goods	6	33,977		7		5,370	6,389	4,561	28,812	
Surgical appliances and artificial limbs	9	35,955	11	42	12,042	36,833	19,553	22,809	111,323	31
Tin plate and terne plate	6	1,424,679	46	498	49,055	252,684	5,442,572	61,820	5,919,076	8
Tobacco manufactures	248	1,920,770	168	3,139	144,063	865,218	1,200,809	1,129,041	3,713,594	213
Wall plaster	5	224,936	7	23	8,170	9,023	54,002	6,633	92,451	260
Wirework, including wire rope and cable	7	263.204	10	74	10,108	44,464	286,469	12,151	407,671	110
Laundries, steam	42	1,994,556	303	2,074	290,114	848,873	363,934	374,290	2,101,803	2,683
All other industries (A)	211	43,859,426	2,900	11,500	3,311,716	6,214,368	25,806,753	4,284,462	41,946,425	38,008

(A) Includes establishments distributed as follows: Agricultural implements, 1; Artificial flowers and feathers, and plumes, 1; Artificial stone, 4; Automobiles, including bodies and parts, 2; Babbitt metal and solder, 2; Bags, paper, 1; Baking powder and yeast, 1; Belting and hose, leather, 1; Billiard tables and materials, 1; Blacking and cleansing and polishing preparations, 5; Bluing, 1; Boots and shoes, including cut stock and findings, 1; Boxes, cigar, 3; Boxes, fancy and paper, 8; Brooms, and Brushes, 10; Butter, cheese, and condensed milk, 2; Calcium lights, 1; Canning and preserving, 12; Card Cutting and designing, 1; Carpets, rag, 2; Cars, steam-railroad, not including operations of railroad companies, 2; Cash registers and calculating machines, 1; Cement, 1; Chemicals, 4; Chocolate and cocoa products, 1; Cloth, sponging and refinishing, 1; Coffins, burial cases, and undertaker's goods, 3; Coke, 3; Cork, cutting, 1; Crucibles, 1; Engraving, and diesinking 1; Fancy articles, not elsewhere specified, 2; Fertilizers 1; Fire extinguishers, chemical 1; Firearms and ammunition, 2; Fireworks, 1; Flags, banners, regalia, society badges and emblems, 1; Foundry supplies, 2; Furnishing goods, men's, 3; Gas and electric fixtures, and lamps and reflectors, 18; Gas, illuminating and heating, 5; Gloves and mittens, leather, 1; Glue, 1; Hairwork, 2; Hand stamps and stencils and brands, 3; Hats and caps, other than feet, straw, and wool, 2; House-furnishing goods, not elsewhere specified, 1 Ink, writing, 3; Instruments, professional and scientific, 2; Iron and steel, doors and shutters, 1; Kaolin and ground earths, 1; Lead, bar, pipe, and sheet, 2; Lime, 1; Locomotives, not made by railroad companies, 2; Mattresses and spring beds, 7; Mirrors, 3; Mucilage and paste, 3; Oil, castor, 1; Optical goods, 2; Ordinance and accessories, 1; Paper and wood pulp, 1; Paper goods, not elsewhere specified, 1; Paving materials, 1; Rubber goods, not elsewhere specified, 1; Safes and vaults, 2; Salt, 1; Saws, 2; Show cases, 1; Signs and advertising novelties, 2; Silverware and plated ware, 1; Smelting and refining, lead, 1; Smelting and refining, not from the ore, 5: Steam packing, 2; Stereotyping and electrotyping, 3; Stoves and furnaces, including gas and oil stoves, 10; Sulphuric, nitric, and mixed acids, 1; Typefounding and printing materials, 1; Umbrellas and canes, 1; Upholstering materials, 1; Vault lights and ventilators, 1; Vinegar and cider, 2; Waste, 1; Wheelbarrows, 2; Window shades and fixtures, 2; Wire, 1; Wood, turned and carved, 4; Wool, pulling 4; Woolen, worsted, felt goods, and wool hats, 2.

COMPARISONS

Pittsburgh's supremacy as a manufacturing center is emphasized by comparing the value of manufactured products of the Metropolitan District with that of entire states. Comparisons here given are based on the census figures for Pittsburgh for 1909 and the figures for states as presented by the World Almanac of 1912.

PITTSBURGH METROPOLITAN DISTRICT	$578,815,493
State of Missouri	439,548,957
State of Michigan	429,120,060
State of Wisconsin	411,139,681
State of Indiana	393,954,405
State of Connecticut	369,082,091
State of California	367,218,494
State of Minnesota	307,858,073
State of Maryland	243,375,996
State of Rhode Island	202,109,583
State of Kansas	198,244,992
State of Louisiana	186,379,592
State of Iowa	160,572,313
State of Kentucky	159,753,968
State of Nebraska	154,918,220
State of Georgia	151,040,455
State of Texas	150,528,389
State of Virginia	148,856,525
State of North Carolina	142,520,776
State of Tennessee	137,960,476
State of Washington	128,821,667
State of Alabama	109,169,922

DIVERSIFIED PITTSBURGH

To the uninitiated Pittsburgh is regarded solely as a manufacturing center of iron and steel and allied products. However, the wonderful distributing facilities of the Pittsburgh District has long since been recognized by long-headed manufacturers.

An analysis of the manufacturing census of 1909 indicates that by subtracting from the sum total of manufactured products all relating to: car and shop construction for railways; electrical manufacturing in all branches; glass, foundry products, blast furnaces, rolling mills, forgings, tubes, metal work, pipe and all branches of iron, steel and tin plate manufacture—the diversified industries of the Pittsburgh Metropolitan District still represent an annual product valued at $117,156,317.

These small, diversified manufacturing products of the Pittsburgh Metropolitan District, compare with the entire product of entire states as follows:

PITTSBURGH (Small, diversified industries)	**$117,156,317**
State of Alabama—entire	109,169,922
State of Colorado—entire	100,143,999
State of West Virginia—entire	99,040,676
State of South Carolina—entire	79,373,362
State of Montana—entire	66,415,452
State of Vermont—entire	63,083,611
State of Mississippi—entire	57,451,445
State of Oregon—entire	55,525,123
State of Arkansas—entire	53,864,394
State of Florida—entire	50,298,290
State of Delaware—entire	41,160,276

PROMOTING PROGRESS

Natural resources, fuel, and distributing facilities are the dominate forces that wrought Pittsburgh's industrial supremacy.

But contributary causes have reinforced the manufacturing advantages of the district.

In every American community of size and importance manufacturers suffer the handicap of a heavy personal tax plus the usual property tax. This, in effect, is penalizing enterprise. Not so in Pittsburgh.

In 1910 Pittsburgh's levy upon manufacturers for personal taxation was almost nil. *In 1911 it was made nil by the complete removal of the tax on machinery.*

It is now the only big city in America which offers this encouragement to manufacturers.

A comparison of the personal property assessment levied on manufacturers in 1910 bespeaks an eloquent and unmistakable moral:

New York	$357,923,123
Baltimore	351,148,835
Boston	281,685,014
Chicago	245,971,661
Cleveland	208,000,000
Cincinnati	138,470,940
Detroit	128,900,080
Milwaukee	97,880,085
St. Louis	96,657,070
Newark, N. J.	78,014,003
Providence	71,013,420
New Orleans	67,616,207
Louisville	62,200,000
San Francisco	57,335,111
Kansas City	52,095,092
Indianapolis	51,446,360
Minneapolis	47,100,000
District of Columbia	42,274,555
Seattle	35,443,739
Denver	32,320,220
Portland, Ore.	30,000,000
Los Angeles	20,408,845
Jersey City	16,906,399
Albany	10,439,980
Rochester	8,305,500
Buffalo	7,200,000
Pittsburgh	3,685,015

APPRECIATION

The Pittsburgh Press, under date of March 19, 1912, emphasized the moral to manufacturers, in the following editorial:

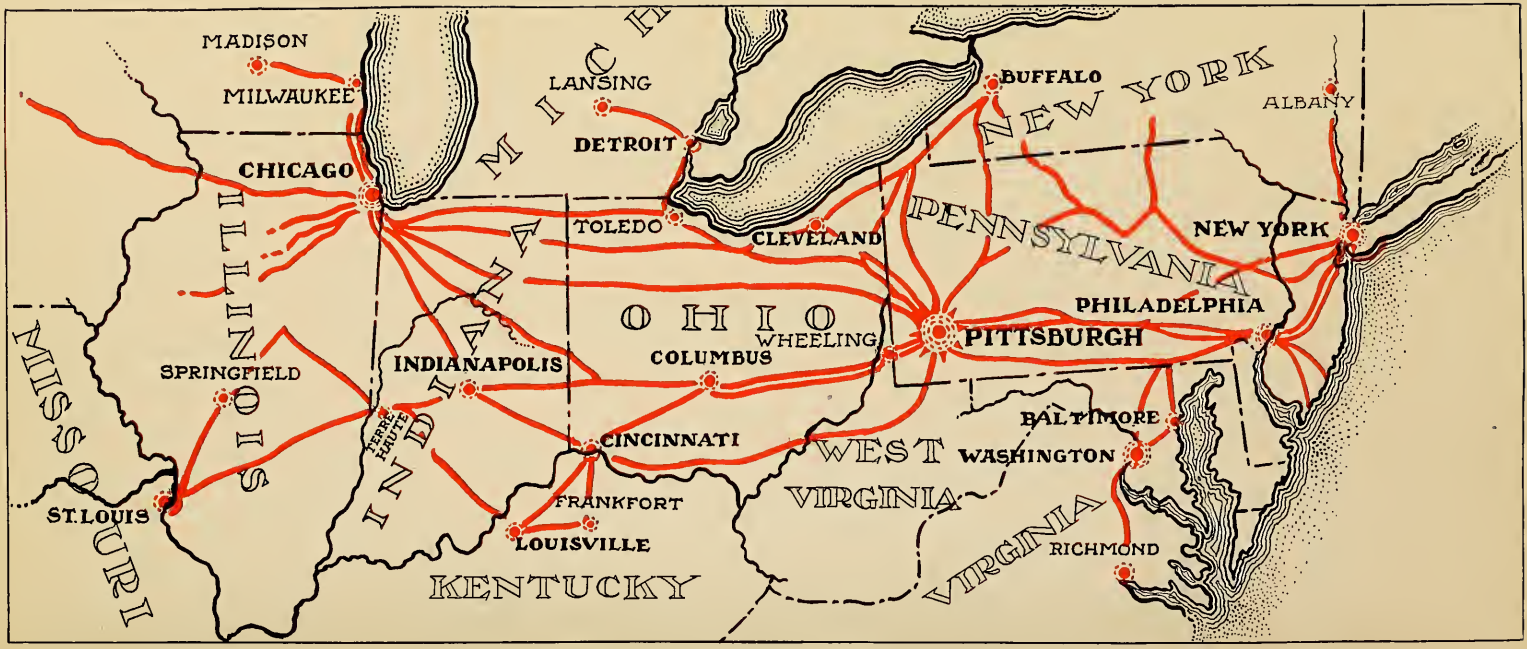
Pittsburgh's Tax Advantage to Industries

The Industrial Development Commission has rendered the community a service by sending broadcast its compilation showing that Pittsburgh derives a smaller income from taxes upon personal property than any other manufacturing city in the United States. There are some cities which claim a slightly lower tax on real estate than Pittsburgh, but owners and managers of industries know that the tax on realty does not tell the whole story. In some cities industries have to pay a personal property tax amounting almost to one-half of the total taxation.

When—as the commission points out—the Pittsburgh manufacturer pays the tax on his real estate his obligations to city, county and state are practically met. He is not obliged to pay a high assessment on his machinery and equipment. In this city the personalty tax on industries is virtually nothing.

Law in Pennsylvania excludes machinery and industrial equipment to the extent that manufacturers in this district are offered exceptional opportunities. This is more apparent when it is pointed out by the Industrial Commission that Pittsburgh with its total invested capital in manufactures reaching $642,527,046 pays a personalty tax of about 1½ per cent. that of Cleveland and practically 1 per cent. of the figure levied in the Maryland cities. To be more specific, in Cleveland, with a total assessed valuation of $710,000,000, the personal property tax is $208,000,000. Against this the personalty assessment in Pittsburgh is only $3,685,015. In Baltimore, which has a total taxable valuation slightly less than Pittsburgh's, the tax on personal property is $351,148,835, or almost one hundred times the personal property assessment in Pittsburgh.

The law of the state of Pennsylvania has long encouraged the establishment of industries here by exempting machinery and industrial equipment from tax burdens. It is a wise and progressive policy, which has contributed largely to our manufacturing supremacy. In calling the attention of manufacturers in other parts of the country to the matter, the Industrial Development Commission is offering many of them a substantial reason for bringing their industries to the Pittsburgh district.



Western Union Trunk Lines Converging in Pittsburgh. Over 75% of trans-continental business is distributed through Pittsburgh.

REAL PROPERTY VALUES

Total valuation of property in Allegheny County, Pa., of which Pittsburgh is the seat, as reported for 1912 by the County Commissioners to the Secretary of the Commonwealth, was

$1,247,094,860

These figures are larger than the total assessed valuation of property in each of the States of

Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho (including utilities), Iowa (including utilities), Kentucky, Louisiana, Maine, Maryland, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina (including utilities), North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Vermont, Virginia, West Virginia (including utilities), or Wyoming.

Here are 36 Sovereign States each with a Lower Assessed Valuation than Greater Pittsburgh.

PROOF

Pittsburgh's stragetic geographical position being more nearly equi-distant to large centers of population than any other American city, establishes its position as the greatest American distributing center.

The Western Union Telegraph Company has long since recognized the fact.

Seventy-five per cent of all trans-continental business of the Western Union Telegraph Company is distributed through Pittsburgh.

No other station on the company's lines excels Pittsburgh as a distributing point.

Pittsburgh is the chief distributing center for the Postal Telegraph Company.

More messages pass through Pittsburgh on the Postal Telegraph Company lines than through any other American City.

More than eighty per cent of the long-distance service of the Bell Telephone System is relayed through Pittsburgh.

And there is good reason for this.

PITTSBURGH IS THE LOGICAL DISTRIBUTING CENTER FOR AMERICA.

CORROBORATION

It is next to impossible to prepare a map with any degree of accuracy indicating Pittsburgh's relative position as the distributing center for the telegraph and telephone business of America.

The map on the following page indicates the Western Union and Bell Telephone systems.

The lines of the Postal Telegraph and Pittsburgh & Allegheny Telephone Companies cannot be represented without creating confusion.

Pittsburgh is the center of the greatest web of telegraph and telephone wires in America.

All roads lead to Pittsburgh.

All roads lead out of Pittsburgh.

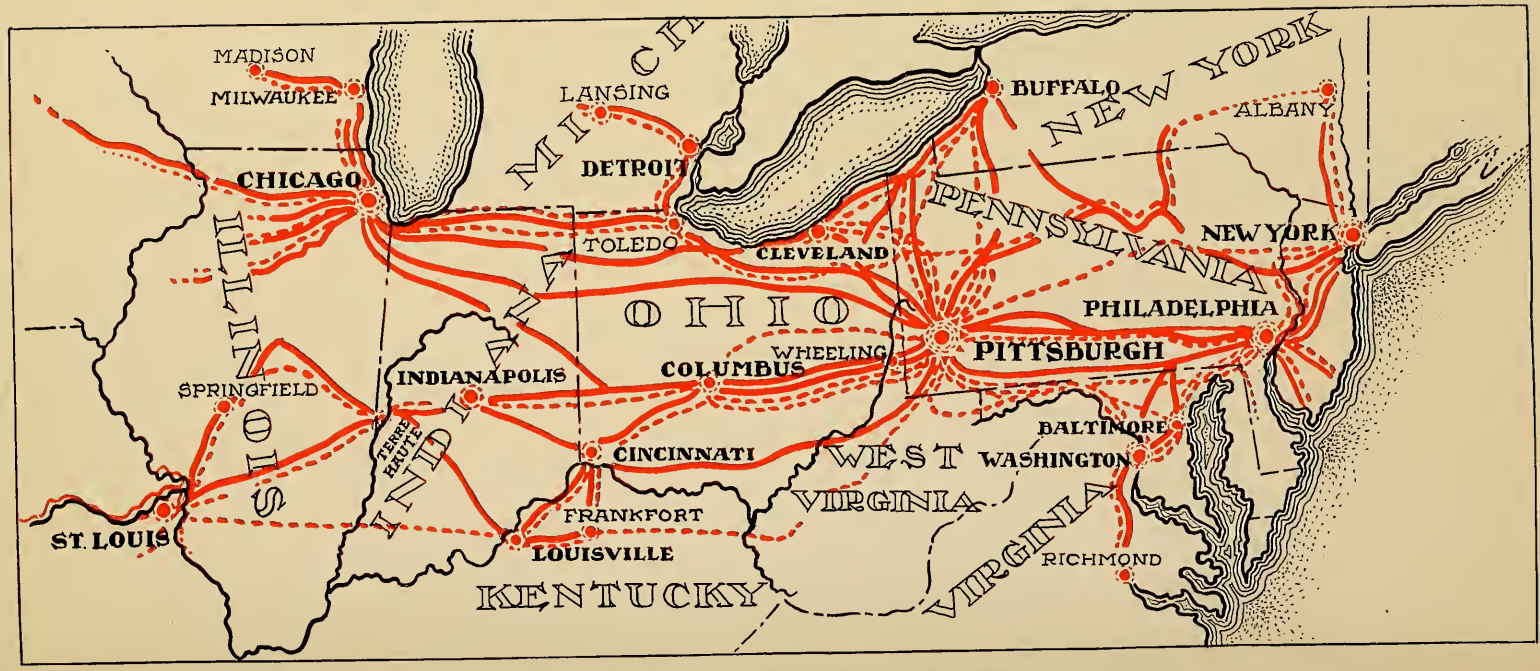
Few, very few, American communities of importance can communicate with one another without doing so through Pittsburgh.

It is not a matter of choice.

Natural laws demand it.

It is an irresistable demand.

And it carries a MORAL.



Composite Trunk Lines of Western Union and Bell Telephone Systems. Equi-distant from the greatest business centers, Pittsburgh is logically the National Distributing Center.

THE MORAL

Facts herein presented are intended as an analysis of Pittsburgh—

just as a careful manufacturer or distributor would compile the evidence.

Success is rarely born of accident.

Pittsburgh's industrial success is pre-eminent.

There are no ore mines adjacent to Pittsburgh. The steel mills are not built at the coal mines.

But the ore and the coal are so accessible—the heavy finished product available to such widespread economical distribution—that Pittsburgh provides the back-bone of the most successful industrial enterprise in the world.

Contrast the distribution of prodigous iron and steel tonnage with the dissemination of millions of telegraph and telephone messages, invisably over the wires.

Almost unconsciously the greatest conveyors of communication centered upon Pittsburgh as the logical base for distribution.

Here lies the moral.

Sentiment, hope and patriotism are not endowed by commerce.

Ample financial resources—Abundant labor supply—Successful business precedents—Economical location as to source of raw material—Availability of maximum distribution at minimum cost in time and money—

These fundamentals underlie business achievement.

These fundamentals underlie Pittsburgh's achievement.

THE MORAL IS CLEAR.

1913
MacGregor-Cutler Printing Co.
Pittsburgh, Pa.

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WHEN the "SWING of BUSINESS" STOPS at PITTSBURGH IT STOPS EVERYWHERE

CHICAGO
INDIANAPOLIS
DETROIT
CLEVELAND
PITTSBURGH
BALTIMORE
PHILADELPHIA
NEW YORK